WHAT IS CLAIMED IS:

1. A modular spray gun assembly comprising:

a spray gun body;

a spray nozzle module, the spray nozzle module being releaseably attachable to a downstream end of the nozzle body with a first retainer that engages a portion of the downstream end of the spray gun body; and

a plurality of control modules that are interchangeably mountable on an upstream end of the spray gun body with a portion of each control module being receivable in a counterbore in the upstream end of the spray gun body and releaseably attachable to the spray gun body with a second retainer that engages a portion of the upstream end of the spray gun body.

- 2. The modular spray gun assembly according to claim 1 wherein the spray nozzle module comprises a spray tip, an air cap mounted in surrounding relation to a discharge end of the spray tip.
- 3. The modular spray gun assembly according to claim 1 wherein the first retainer is a retaining ring that engages a threaded hub near the downstream end of the spray gun body.
- 4. The modular spray gun assembly according to claim 1 wherein one of the plurality of control modules includes a reciprocating valve needle having a single action fluid actuatable piston.
- 5. The modular spray gun assembly according to claim 1 wherein one of the plurality of control modules includes a reciprocating valve needle having a double action fluid actuatable piston.
- 6. The modular spray gun assembly according to claim 1 wherein one of the plurality of control modules includes a solenoid actuated reciprocating valve needle.
- 7. The modular spray gun assembly according to claim 1 wherein one of the plurality of control modules comprises a metering needle assembly supported by a mounting plate.

- 8. The modular spray gun assembly according to claim 1 wherein one of the plurality of control modules comprises a clean out needle assembly supported by a mounting plate.
- 9. The modular spray gun assembly according to claim 1 wherein one of the plurality of control modules comprises a backup plate supported by a mounting plate.
 - 10. A spray gun assembly comprising:
 - a spray gun body;
 - a spray nozzle carried on a downstream end of the spray gun body; and
- a plurality of control modules that are interchangeably mountable on an upstream end of the spray gun body with a portion of each control module being receivable in a counterbore in a upstream end of the spray gun body and releaseably attachable to the spray gun body with a second retainer that engages a portion of the upstream end of the spray gun body.